

Message Text

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COMMERCE FOR FOREIGN BUYER PROGRAM

E.O. 11652: N/A
TAGS: BEXP, BTRA, CZ
SUBJECT: COMMERCIAL PROGRAMS: FOREIGN BUYER PROGRAM - SELECTION
OF U.S. TRADE SHOWS: SEPTEMBER 1977 - NOVEMBER 1978

REF: STATE A-5757

1. EMBASSY REQUESTS 100 BROCHURES FOR EACH OF THE SHOWS
LISTED BELOW. THESE SHOWS OFFER MOST PROMISE FOR SUCCESS-
FUL PROMOTION IN TERMS OF GOALS OUTLINE BY CZECHOSLOVAK
GOVERNMENT IN ITS SIXTH FIVE-YEAR PLAN.

1977

SEPTEMBER 24-27 NATION ASSOCIATION OF FOOD EQUIPMENT
MANUFACTURERS SHOW (NAFEM/77) SUPERDOME
NEW ORLEANS, LOUISIANA

NOVEMBER 1-3 BUILDING & CONSTRUCTION EXPOSITION
AND CONFERENCE, MCCORMICK PLACE
CHICAGO, ILLINOIS

NOVEMBER 15-17 AUTOMOTIVE PARTS & ACCESSORIES SHOW
MCCORMICK PLACE
CHICAGO, ILLINOIS

DECEMBER 5-8 36TH EXPOSITION OF CHEMICAL INDUSTRIES
MCCORMICK PLACE
CHICAGO, ILLINOIS

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1978

FEBRUARY 12-15 INTERNATIONAL EXPOSITION FOR FOOD
PROCESSORS, MCCORMICK PLACE
CHICAGO, ILLINOIS

SEPTEMBER 6-15 INTERNATIONAL MACHINE TOOL SHOW
MCCORMICK PLACE
CHICAGO, ILLINOIS

SEPTEMBER 11-14 AMERICAN HOSPITAL ASSOCIATION CONVENTION
CONVENTION CENTER
ANAHEIM, CALIFORNIA

OCTOBER 9-12 1978 INTERNATIONAL MINING SHOW
CONVENTION CENTER
LAS VEGAS, NEVADA

OCTOBER 15-19 INSTRUMENTATION/AUTOMATION
CONFERENCE AND EXHIBITION
CIVIC CENTER
PHILADELPHIA, PENNA.

NOVEMBER 5-9 FOOD & DAIRY EXPOSITION '78
CONVENTION CENTER
ANAHEIM, CALIFORNIA

2. EMBASSY ALSO REQUESTS 10 BROCHURES FOR EACH
OF THE SHOWS NOT LISTED ABOVE BUT WHICH ARE
INCLUDED IN FY 1978 FOREIGN BUYER PROGRAM.
ALTHOUGH EMBASSY DOES NOT BELIEVE THESE SHOWS
HAVE AS MUCH POTENTIAL FOR THE CZECHOSLOVAK
VISITOR, WE WILL KEEP A SUPPLY OF BROCHURES ON
HAND AS SUGGESTED REPAIR.

3. WE NATURALLY PREFER BROCHURES WHICH ARE
PRINTED IN CZECH BUT REALIZE THESE ARE NOT LIKELY
TO BE AVAILABLE. ENGLISH LANGUAGE BROCHURES ARE
NEXT CHOICE.
BYRNE

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